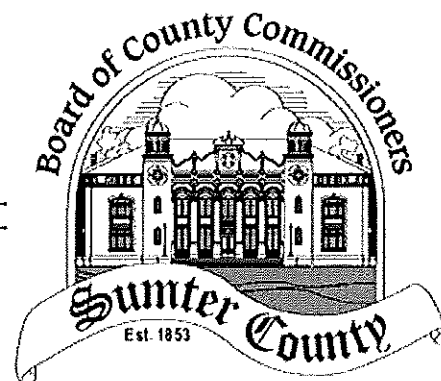


Division of Support Services
Financial Services Department

7375 Powell Road • Wildwood, FL 34785 • Phone (352) 689-4435 • FAX: (352) 689-4436
 Website: <http://sumtercountyfl.gov>



Memo

To: Tourist Development Council Committee Members
From: Tina Chavez, Financial Services
Date: October 22, 2010
RE: Dade Battle Reenactment – January 1 and 2, 2011

Application Due: October 8, 2010

Submittal Date: September 14, 2010

Prior TDC Funds Received: 2010 \$15,000.00
 2009 \$13,631.30
 2008 \$13,505.18
 2007 \$8,500.00
 2006 \$8,665.97

Request amount: \$15,000 for Advertisement

Recommended Funding: \$ 7,500 (Reduced 50% per page 10 – Funding Level Awards)

Required Matching: Yes 50/50 with sponsorship funds

Application Complete: N/A (submitted prior to adoption of 10/1/10 grant guidelines)

Missing items:

Art Bisner
 Financial Services Manager
 7375 Powell Road
 Wildwood, FL 34785
 (352) 689-4435
 Doug Gilpin, Dist 2
 Chairman
 (352) 689-4400
 7375 Powell Road
 Wildwood, FL 34785

Bradley S. Arnold,
 County Administrator
 (352) 689-4400
 7375 Powell Road
 Wildwood, FL 34785
 Don Burgess, Dist 3
 Vice Chairman
 (352) 689-4400
 7375 Powell Road
 Wildwood, FL 34785

Sandra Howell,
 Assistant County Administrator
 (352) 689-4400
 7375 Powell Road
 Wildwood, FL 34785
 Garry Breeden, Dist 4
 (352) 689-4400
 7375 Powell Road
 Wildwood, FL 34785

Richard "Dick" Hoffman, Dist 1
 (352) 689-4400
 7375 Powell Road
 Wildwood, FL 34785
 Randy Mask, Dist 5
 2nd Vice Chairman
 Home: (352) 793-3930
 Office: (352) 689-4400
 7375 Powell Road
 Wildwood, FL 34785

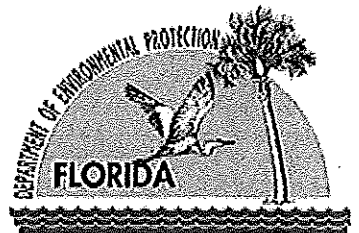
Sumter County TDC Grant Application 2010



Dade Battlefield Society, Inc. Annual Reenactment



Submitted by
Dade Battlefield Society, Inc.
In Partnership with the Florida Park Service
July, 2010





DADE BATTLEFIELD SOCIETY, INC.

7200 CR 603 • Bushnell, FL 33513 • Ph: (352) 793-4781
www.dadebattlefield.com

July 15, 2010

Dear TDC Committee:

The Dade Battlefield Society, Inc. appreciates the opportunity to apply for a TDC grant to assist us with advertising the annual Dade Battle Reenactment. This coming year will be the 31st annual reenactment of this important battle in American History. Our event truly does draw visitors from around the state and the country, as well as other nations.

Dade Battlefield is an economic asset for Sumter County because of the visitors it draws, as well as the programs it sponsors for both the visitors and the community. The park also sponsors another event, WWII Day and we anticipate attendance at this event will increase as it becomes more popular and more people visit Sumter County. The Dade Battlefield Society, Inc. is planning a fundraiser in March, "Music in the Park," a Bluegrass Festival. We have already lined up some well-known musical groups. This could become an important event for Sumter County in the future.

You will find a detailed financial report and a section devoted to answering the grant questions in the "Background Information" part of the grant. We have already paid for an ad in the *Florida Event Planner* which is supplied to tourists at the 5 Welcome Centers in Florida. The Society could not accomplish the wide publicity that we have through the print media without the assistance of the TDC grant.

We have tried to follow the guidelines explicitly. As you know from past applications, we have no organizational chart, nor, since the Battlefield is a State Park, can we meet the requirement that the TDC be named as additional insured on our insurance policy. Our event is covered under the State of Florida liability policy. The event is held on state property and all participants/volunteers are covered by workmen's compensation as well.

Commissioner Gilpin questioned the need for all the reports in the packet each time, so I have provided a complete packet that includes by-laws, articles of incorporation, etc. in the packets designated for the chairman of the TDC and the Chamber Committee TDC committee chair.

Again, we thank you for your consideration of our application and invite you to attend our annual reenactment.

Sincerely,

Jean McNary

Board Member and Administrative Assistant
Dade Battlefield Society, Inc.

GRANT APPLICATION

Applicants will need to submit an original and fifteen (15) copies of this completed grant application, as well as all supporting documentation, for consideration by the Sumter County Tourist Development Council. Please make sure your application is signed and attach the following information, if applicable:

- Charter, Articles of Incorporation, By-laws;
- Minutes of meeting or resolution authorizing officers to apply for grant funds
- IRS determination letter of non-profit status
- List of current officers and board members indicating terms and salaries
- Organizational chart
- Copy of financial statement or 990 from the most recent fiscal year

Organization name: Battlefield Society, Inc.

Address: 7200 CR 603 Bushnell, FL 3513

Contact person: Jean McNary

Title: Board Member, DBS

Telephone: 352-567-2596 Cell# 561-398-5253 work: 813-794-6100
Fax: 813-794-6191(work)

Event/Project Name: Dade's Battle Reenactment

Event date: Begin January 1, 2011 End: January 2, 2011

Category	<input type="checkbox"/> Sponsorship
(check one)	<input type="checkbox"/> Special Events
	<input type="checkbox"/> Events
	<input checked="" type="checkbox"/> Advertising/Promotion

Amount Requested \$17, 520.00

Intended Use Print advertising in major newspapers and magazine
Of Funds: _____

If the entire request cannot be funded, can the project be restructured for less funding?
If so, please indicate minimum amount necessary. If not, please explain. Yes, we can
restructure the request by cutting the size of the ads and the runs. \$15,000.00

BACKGROUND INFORMATION

In the space below, please describe your organization in the following areas:

- Your organization's goals and objectives
- Your target audiences
- Services your organization provides
- Community need for the services your organization provides
- How Sumter county residents and visitors will benefit from your project and how you will evaluate your effectiveness
- Other sources of funding that your organization can provide to match the funds requested from the Tourist Development Council
- How you will monitor expenditures of grant funds

PROJECT/EVENT DETAILS

In the space below, please give details on your project or event so the Tourist Development Council can evaluate the economic impact on the county. Include in your narrative projects on numbers of attendees, hotel rooms needed, restaurant meals to be consumed and your publicity and advertising plans. (See attached section titled "Project/Event Details").

PROJECT BUDGET RECAP

INCOME

Tourist Development Fund Request

\$17,520.00

Total Request **\$17,520.00**

Matching fund sources

Dade Battlefield Historic State Park \$13,436.48

Dade Battlefield Society, Inc. \$17,000.00

Other Park Support \$ 1,870.00

\$

\$

Total matching funds \$32,306.48

Other income sources

Entrance Fee donations \$15,000.00 (gate estimate for 2011)

Volunteer Hours (in-kind) \$25,658.00

\$

\$

\$

Total matching funds \$40,658.00

TOTAL INCOME \$72,964.48

EXPENSES

Please indicate which items will utilize TDC funds

<input type="checkbox"/> <i>Florida Monthly Magazine</i>	\$2,000.00
<input type="checkbox"/> <i>Orlando Sentinel</i>	\$4,624.00
<input type="checkbox"/> <i>Tampa Tribune</i>	\$6,878.00
<input type="checkbox"/> <i>St. Petersburg Times</i>	\$4,018.00
<input type="checkbox"/> _____	\$ _____
<input type="checkbox"/> _____	\$ _____
<input type="checkbox"/> _____	\$ _____
<input type="checkbox"/> _____	\$ _____
<input type="checkbox"/> _____	\$ _____

TOTAL EXPENSES \$17,520.00

CERTIFICATIONS

I have reviewed this GRANT APPLICATION from the Sumter County Tourist Development Council. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments is accurate and complete.

BY: *Steven F. Pinski* (SEAL)
Organization Leader

ATTEST: *Jessica M. Hoag*
Secretary

Considered this _____ day of _____, 2010, at a duly called meeting of the Sumter County Tourist Development council. By motion duly recorded, this funding request is hereby:

_____ Approved in the amount of \$ _____

_____ Denied

SUMTER COUNTY
TOURIST DEVELOPMENT COUNCIL

BY: _____
Chairman

ATTEST: _____
Secretary

ESTIMATED IMPACT STATEMENT

This form must accompany all grant requests

1. Please provide a detailed description of the Event/Project for which funding is requested:

The Dade Battlefield Reenactment has been held at Dade Battlefield Historic State Park for over 25 years. It is a living history event that portrays the 1835 attack on Major Francis Langhorne Dade's column as it traveled from Ft. Brooke to Ft. King. The reenactment is at 2:00 pm on both of the scheduled days, January 1st, and 2nd, 2011. We have approximately 175- 200 participants who include volunteers, park personnel, period sutlers and period demonstrators, as well as the Seminole and soldier reenactors. Visitors are entertained with period talks, music, demonstrations, camps, and an 1830's style church service Sunday morning. We will have a Black Seminole camp this year as well as educational and community exhibits.

2. Overall Anticipated Event Attendance:

Our attendance can be affected by the weather. At the 08/09 event we had about 3500 on Saturday and 1500 on Sunday. The 09/10 event had a total of 2104. The weather was very cold. We usually run about 1500-2500 on a Saturday and about 1000 on a Sunday.

3. Describe the estimated impact that your Event/Project will have on tourism. Detail anticipated number of overnight stays. Include additional relevant information i.e. impact on retail establishments i.e. restaurants, retail stores, etc.

The Society reserves rooms for park support, but most rooms are reserved by participants. Both local hotels filled up last year, even with the cold weather. The DBS estimates that at least 70 room nights will be needed for the 2011 January reenactment. Friday night many reenactors eat at local restaurants – The Society scheduled a dinner meeting there on January 1st for about 12 people. There was also a large table of soldier reenactors. We will probably not be serving Saturday night dinner, so there may be 200 eating locally that night. Reenactors shop locally, especially at Wal-Mart. They can get rather strange looks from the public because some will go shopping in their Seminole costumes or their soldier uniforms.

4. Please explain how your organization plans to measure event/project results. Include details on the methodology that will be used to collect data.

Both local motels were asked to keep a record for us last year and we will do the same this year. We also offered free videos for anyone who came to the reenactment and presented a form that was handed out at the motel. We will probably do that again, as well as establish a survey at www.surveymonkey.com.

Dade Battlefield Society, Inc.
Board of Directors Meeting Minutes
April 13, 2010

- I. Attendance: Jean McNary, Jim Velten, Steve Creamer, Dale Beremand, John Griffin, George Webb, Jessica Hoag; Guests: John DeLancett, Mary Beremand, Paul Remis, Deborah Riddle, Nina Mattei, Jean Creamer.
- II. **Meeting called to order at 6:53 p.m.** Minutes from the meeting on March 9, 2010 were reviewed. Motion made by Steve Creamer to accept the minutes, Jim Velton seconded, motion passed.
- III. Reports of Officers
 - A. President –Brain storming ideas to improve the reenactment. Jean McNary will copy a list of suggestions made by Tracey to improve the reenactment. May 11th meeting will be devoted to brainstorming on saving. The next Work Day for the park will be April 17 & 18th.
 - B. Vice President – Steve Rinck, Dale and Mary Beremand went to a presentation by Dr. Weisman regarding the Seminole War. Discussion was also made regarding meals and possible suggestions, such as the suppliers for Fort Cooper CSO in Inverness.
 - C. Treasurer – Recommendation was made to change banks, which has been done. SunTrust checking is now \$0.00. However, a 12-month CD remains for \$14,000.00. Regions will now be the bank used. Balance at Regions is now \$5,452.07. Discussion made regarding the advertising grant. The TDC will meet Thursday, April 22, 2010 and Jean McNary and Steve Rinck will be attending. New requirements have been made and Jean has accommodated these requests. Motion made by Steve Creamer to accept the balance sheet, John Griffin seconded, motion passed.
 - D. Secretary – There are thirty-seven fans on the DBS Facebook page. People are commenting and posting pictures.
- IV. Report of Park Manager
 - A. The Park Service is putting out a coffee table book, with an approximate cost of \$29.00 plus \$4.00 for shipping. This is for the history of the Park Service. Bob will get more information on this. Bob will also send out an email with additional information. No budget cuts, at this point. Updates were discussed regarding the waterline. The bridge contractor needs assistance. Two requests made to make George Webb's position a Park Service Specialist position. George Webb discussed Bob Baker's retirement.
- V. Committee Reports

- A. Executive Assistant – Jean McNary and Jim Velten presented the Sumter County TDC Final Report 2009 Grant. The motion was made by Steve Creamer for Dade Battlefield Society to apply for the TDC Grant for the July 1, 2010 through July 1, 2011 fiscal year, seconded by George Webb, motion passed.
- B. Nomination – Jerry Robertson and John Griffin, nothing to report at this time.
- C. Swap Meet – Letter has been drafted to go out to the participants regarding the change of date. Modifications have been made to the flyer regarding the sutlers and vendors.
- D. Photo Book – The committee reviewed the DVD version versus the hard copy book. Discussion made regarding the cost effectiveness of the DVD version. Labels, covers, jewel cases and DVDs. Jean Creamer created both the DVD and hard cover book. She is requesting that she only be reimbursed for her cost to create the products. Motion made by Jean McNary that the DBS purchase the necessary materials needed to create a commemorative DVD for the 2010 reenactment with a purchasing cap of \$150.00, seconded by Jessica Hoag, motion passed.

VI. Old business

- A. Jessica Hoag discussed the possibility of using www.surveymonkey.com to gather data regarding the park and/or the reenactment. Discussion made regarding the pros and the cons. Positive feedback given and Jessica will proceed with getting information using this technology. Jean McNary will consider questions to use on the survey.
- B. Other – Steve Creamer suggested that a licensing agreement be created with Jean Creamer to retain the rights to the commemorative DVD. John DeLancett suggested that a letter be written up with the specifics regarding ownership between Jean Creamer and DBS.

VII. New Business

- A. “A Road Back in Time” – George Webb discussed the living history presentation. Motion made by Steve Creamer to go forward with the “A Road Back in Time” project, seconded by Jessica Hoag, motion passed.
- B. Printing Possibilities – Nina Mattei presented and discussed printing possibilities. Discussion was made creating a commemorative item for the 175th reenactment.
- C. Illuminated Sign Sources – discussion made regarding the use of an illuminated sign for the reenactment. Suggestions made to check with the Department of Transportation, Emergency Management, the Sheriff’s Office, Roads & Maintenance. The technical name is Variable Message Boards.
- D. Information on Food, Parking, Powder, Advertising, and Printing – Consideration should be made to the amount of funds on hand and the cost of the reenactment. Further discussion tabled.

- E. Other – Paul Remis discussed an Armed Forces Day in Webster. This event would honor and represent past and present Armed Forces soldiers.

VIII. Good and Welfare - tabled

IX. Adjournment – Motion made by Steve Creamer, seconded by Jessica Hoag, motion passed – **Meeting adjourned 9:14p.m.**

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
C - 1130
ATLANTA, GA 30301

DEPARTMENT OF THE TREASURY

Date: FEB 25 1992

DADE BATTLEFIELD SOCIETY INC
PO BOX 309 SOUTH BATTLEFIELD DR
BUNNELL, FL 33513-0309

Employer Identification Number:

59-2820082

Contact Person:

ROBERTA VAN NETER

Contact Telephone Number:

(404) 331-0927

Our Letter Dated:

September 7, 1988

Addendum Applies:

No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(c)(3) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(2).

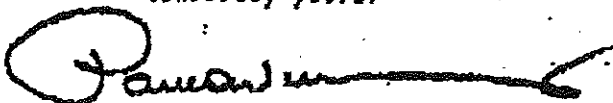
Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(2) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Paul Williams
District Director

Correct as of 07/01/10

**Officers & Board Members 2010-2011
Dade Battlefield Society, Inc.**

Officers

President:	Steven Rinck (2010-2012) 37421 Hickory Hill Lane Dade City, FL 33525	Home: 352-534-0002 Cell: 813-317-4248 Email: nrinck@yahoo.com
VicePresident:	Preston Beremand (2010-2012) 6119 Frisco Road Brooksville, FL 34602	Home: 352-797-5561 Email: dabmab60@att.net
Secretary:	Jessica Hoag (2010-2012) 7001 CR -575 Bushnell, FL 33513	Home: 352-793-4127 Cell: 352-457-6247 Email: hoagjs@aol.com
Treasurer:	James Velten (2009-2011) 6898 CR 631 Bushnell, FL 33513-8588	Cell: 352-603-4845 Home: 352-568-2183
Board Member:	Karl Baier (2009-2011) 23130 SW Indian Hill Dunnellon, FL 34431	Cell: 352-682-5419 Email: Kabaier777@aol.com
Board Member	Jean McNary (2009-2011) 36905 Church Avenue Dade City, FL 33525	Home: 352-567-2596 Cell: 561-398-5253 Work: 813-794-6100 Email: mcnary1213@embarqmail.com
Board Member	Gerald Robertson (2010-2012) P.O. Box 303 Lake Panasoffkee, FL 33538	Home: 352-568-2406 Cell# 239-292-1522 Email: magnum200@embarqmail.com
Board Member:	Steve Creamer (2009-2011) 6232 E Joyce Lane Inverness, FL 34452	Home: 352-637-6605 Email: steven34452@hotmail.com
Board Member:	John Griffin (2010-2012) 204 First Ave Groveland, FL 34736	Cell: 352-223-0085 Email: Tamjo37@embarqmail.com
Board Member:	George Webb (2009-2011) 304 Jumper Drive S. Bushnell, FL 33513	Cell: 352-418-2813(work) Home: 352-303-9055 Email: george.webb@dep.state.fl.us
Newsletter Editor:	John DeLancett 4713 Jetty Street Orlando, FL 32817	Home: 407-644-8253 frentapr@embarqmail.com

(No officer or member of the board receives a salary).

Llason between CSO and State of Florida

Park Manager:	Bruce Whiting 7200 CR 603 Bushnell, FL 33513	Cell: Park: 352-793-4781 bruce.whiting@dep.state.fl.us
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Sumter County Tourist Development Council Grant Request

Background Information:

Dade Battlefield Society, Inc.

The Dade Battlefield Society was founded as a CSO (Citizen Support Organization) by the local community in 1987. The Society is to function as a support group and association to Dade Battlefield Historic State Park in accordance with Florida Administrative Code S16D-2.01. The Society exists to assist the Department of Environmental Protection with the preservation and conservation of the site and property which include structures, grounds and recreational facilities. The Society also is interested in increasing public awareness of Dade Battlefield and local heritage found at this site through docent programs, social functions, educational activities, recreational activities, and festivals, etc.(by-laws). The Society has produced a video about Dade's Battle and distributed it to all school systems free of charge in the State of Florida. The video, *This Land These Men*, is now available for sale in a 12 minute version and a the full length 26 minute version. The Dade Battlefield Society operates exclusively for charitable purposes.

See Attachment A for detailed list of goals and objectives.

Target Audience:

Tourists, the general public, educators and school children are the target audiences of the Dade Battlefield Society and Dade Battlefield Historic State Park. The annual re-enactment draws reenactors, volunteers, and visitors/tourists to Sumter County from throughout the state of Florida and the entire nation as well as tourists from other countries. Society members have assisted with educational programs for teachers and school children in the park, but the most effective educational contact with the public takes place each year usually on the last weekend in December or the 1st weekend in January at our annual reenactment. Over the 2 day event we have had thousands of visitors to the park and consequently to Sumter County. This visitation has a major impact on the economy of the local area.

Last year the Society was awarded a TDC grant and for the third time we were able to advertise in the Orlando area which is a major Florida tourist destination. We also added the *St. Petersburg Times* which has the largest circulation in the state, and we advertised in *Florida Monthly Magazine* for the 2nd time but could do it more widely since they decided to sponsor our event.

Services Your Organization Provides:

The Dade Battlefield Society CSO plans and produces the annual battle reenactment. Many of us volunteer throughout the year to help with the operation of the park and special programs. For example, the first weekend of August WWII reenactors come to the park for their annual WWII Day. The Society has in the past helped park personnel, as well as set up a fundraiser booth selling drinks and Society memberships, etc. This year we are assisting in the promotion of this aspect of the park's history. This event will be held August 7. We have also assisted in educational talks to teachers and provided them with classroom materials. As mentioned before, one of our biggest accomplishments and service to visitors and educators, was the production of the video *This Land, These Men* which was provided for all public schools in Florida at no cost. Each school system was given the right to copy as many tapes as they wanted for individual classroom use.

The Society has been a member of the local Sumter County Chamber of Commerce for the past few years. We have had a booth at the County Fair to advertise the park and the reenactment. We have also participated in educational conferences (Florida Council of the Social Studies) and showed parts of our video to promote the reenactment and the park. The Society promoted the reenactment at the Bushnell Fall Festival.

We have purchased equipment to assist park personnel in interpreting the 1830's period to visitors and groups that come to the battlefield.

See Attachment A for details.

Community Need:

The Society, through funds raised, has helped provide the park lodge with new tables and blinds, refrigerator, and paid for repairs to equipment which certainly benefits the local community whose various groups and families use this building regularly.

The park itself has a direct effect on the local community economically by employing local residents and drawing visitors to Sumter County. These visitors shop, eat, buy gas, and sometimes spend the night. The park is currently working on adding scheduled new interpretive programs to educate the general public as well as school children.

Benefits to Visitors and Sumter County Residents:

Each year the reenactment grows, which in turn brings more people to Sumter County. The January 2011 will be the re-enactment's 31st Anniversary. If we are to grow and popularize the event, we must get more people to become re-enactors, broaden our promotional market, and expand the event by adding more period demonstrators, sutlers, and activities.

We are open for local community groups to make proposals to use our event to assist them as a fundraiser. For example, last year the NJROTC helped us park vehicles and received a small portion of the gate.

Some of our food vendors come from the local community, another example of an economic impact that benefits people from Sumter County. Sumter County residents/vendors earned over \$11,000.00 directly from the reenactment.

An educator exhibitor application and category was added to the reenactment. Exhibit tables were provided. The Tampa Bay History Center, Florida Public Archaeology Network, and Southeastern Guide Dogs participated and all provided materials to the public about their services and activities. Sumter County organizations could apply and put up displays, also.

Of course, someday, the Society, with the assistance from the state, private donations, grants, etc. would like to modernize, move, and build a museum at the battlefield which would certainly benefit the local residents and visitors/tourists.

The Society would like to reinforce the fact that this event has an economic impact on Sumter County, and if we can expand our market, and improve the event, the reenactment will have an even greater impact on the local economy.

Refer to Attachment B.

Evaluation of Effectiveness:

The Society has a special meeting (held in January or February) after each battle reenactment where we evaluate the reenactment – what we did that worked, what didn't work, what we could do better. We break into committees and begin working on the next year's reenactment.

Another form of evaluation is to count the number of visitors we have each day and our gate receipts. If we have more each year, then we consider that the event is successful and growing. Allowances must be made for conditions beyond our control

like the weather. Attendance was down at the 2010 event; however, the board thought we did well—approximately 2104 paid attendance – considering the very cold weather.

Last year, for the third time, we printed the locations and telephone numbers of the two local motels and provided the Chamber of Commerce website in the reenactment program. Some of our participants and visitors used these accommodations the weekend of the reenactment. The motels were given a coupon to give to people who were spending the night and coming to the reenactment. The coupon could be redeemed for a free video tape if the guest presented it at the DBS booth. Both motels kept a record of the visitors who stayed because of the event and those statistics were presented in the final report presented to the TDC Board in April. Both motels were full for the weekend.

See Attached Profit and Loss Statement

Other Sources of Funding:

The state of Florida assists with funding the reenactment. For example, the state pays for the golf carts and preps the park and parking areas for the event. We have had sponsors and donations that help fund the reenactment. Another match to any TDC grant would be the in the hours contributed by the park personnel and hours contributed by volunteers and reenactors.

See Attached Profit and Loss Statement for gate receipts and expenditures

Monitoring Expenditures:

The Society has a grant committee to monitor the funds. The committee is made up of the DBS treasurer, executive assistand and the Dade Battlefield park manager. A final financial report will be provided to the TDC. This report will include a copy of receipts or invoices showing the expenses paid and copies of the ads that were published. Any unused grant money will remain in the county TDC account.

Dade Battlefield Society, Incorporated

Statement of Accomplishments and Goals

July 1, 2009 - June 30, 2010

Accomplishments

- Applied for and received a Tourist Development Council grant for advertising our reenactment weekend events in *Florida Monthly Magazine*, *The Orlando Sentinel*, and *The St. Petersburg Times* and *The Tampa Tribune*.
- Acquired sponsorship from *Florida Monthly Magazine* and The Sumter County Historical Society for advertising to increase public awareness of our reenactment weekend events.
- Planned and conducted a successful 29th reenactment of Dade's Battle.
- Maintained low admission price to encourage families to attend the reenactment.
- Supported World War II Day with registration assistance, supplies purchasing, and parking supervision.
- Planned and advertised a 4th Swap Meet for period reenactors and collectors.
- Increased the number of vendors at the Swap Meet.
- Improved Society website, including an increase in load handling ability.
- Created Facebook Fan site and PayPal options in order to increase communications with members with the general public.
- Created new forms to enhance safety procedures and protections from liability.
- Updated member, reenactment participant, and newsletter data bases.
- Updated a number of forms.
- Continued discussions with potential promoters of a bluegrass festival proposed for the Park.
- Society members participated in events at Fort Foster, Fort Cooper, and Paynes Creek.
- Society members displayed information at the Bushnell Fall Festival.
- Board members attended meetings of the Sumter County Commission, the Sumter County Chamber of Commerce, and the Sumter County Historical Society, as well as a lecture on the Archaeology of the Seminoles at Silver River State Park.
- Board members participated in the annual state conference of CSOs and State Park Managers.
- Established contacts with the CSO of Fort Cooper State Park.
- Initiated a new partnership with The Pioneer Florida Museum to set up circa 1835 encampments and educational talks at their Annual Pioneer Days Festival.
- Assisted the Park with cost of repairs.
- Rented portalets for the Park.
- Purchased new sound equipment for use at the Park.
- Purchased new tables for use at the Park.
- Purchased Seminole interpretive costumes for the Park.

Goals

- Maintain at least \$16,000 in financial reserves to guarantee the production of the next reenactment.
- Locate and secure permanent parking for the annual reenactment.
- Pursue grant funding and corporate sponsorship of Society activities.
- Expand advertising into larger market areas in order to attract more tourists.
- Enhance the authenticity of the reenactment.
- Increase the number of reenactor participants.
- Encourage reenactment participation of The Seminole Tribe of Florida.
- Add activities in order to increase interest in the reenactment.
- Add activities designed to increase interest in the Park.
- Increase the involvement of local people, organizations, and governments in order to support the reenactment and to help offset increasing production costs.
- Establish reenactor visiting programs for schools and service clubs.
- Assist with writing and printing of an educational activity book for use with school groups.
- Update and replace the interpretive markers on the self-guided trail through the battlefield.
- Assist with placing county historical markers at significant Second Seminole War sites.
- Explore, with the Florida Department of Parks and Recreation, the possibility of moving the Park Visitor Center to another location away from the battlefield.

Community Outreach and Partnerships

2007 established partnership with South Sumter High School Band Boosters, NJROTC and Key Club for programming help

Regional Envirothon for 5 surrounding counties held at park 2005 and 2008

2007-2008 Coordinated with Boston Productions in filming for Tampa History Center exhibit

Spring 2007 Fort Fanning Springs Marker Unveiling assisted with reenactor contacts

Spring 2008 Coordinated with Lake County Historical Society for reenactors for the Fort Mason marker unveiling

Winter 2008 - 2009 Staff assisted Paynes Creek with their reenactment weekend

SCARC held their day camp here at Dade in October 2007 & 2008

In the past year or so we have had a remarkable increase in the number of company picnics, funeral homes, school and church groups, as well as first time groups such as Women in the Outdoors event which was held here in June 2008

Meeting held with local SPCA about holding event at park in November 2008

Park led effort in mailing information verification for reenactment participants and membership prior to mail outs for reenactment Fall 2007, 2008 and 2009.

Staff assisted Hillsborough River with their First Aid, CPR, and Blood Borne Pathogen Training 2008 & 2009

Staff assisted Highlands Hammock State Park with there CCC event 2007, 2008 & 2009

Assisted Mississippi State Student with Prickly Pear research project - summer 2008

2004, 2005, 2006, 2007, 2008, 2009 - Reenactment coordination with SECO, Division of Forestry, Lake-Sumter EMS, Sumter Fire and Rescue, Sumter County Sheriffs Department, Sumter County Transit shuttle service, City of Bushnell Public Works-- use of Kenny Dixon Park for shuttle parking(2004-2008), use of bleachers and additional dumpsters for event, assistance of the city inmate crew to setup bleachers, provided hay bales for church service, mowed and field for parking, use of lining equipment, Bushnell Police Department, Florida Park Patrol, 04/05 Sumter County Public Works donated 2 Event Parking signs, provided barricades, assisted with mowing of parking area

2007-2010 Partnership with Dade Battlefield Society in the recruitment and retention of board members has seen development of a board member, officer job descriptions and strengthening of by laws, board member notebooks with copies of the Society's Articles of Incorporation, Bylaws, CSO Agreement, CSO Handbook and Park Unit Management Plan given to each new board member

Summer 2008 - Park manager involved with newly formed task force with Sumter County Tourism Development Council and Chamber of Commerce marketing Sumter County Tourism Opportunities

2004 – 2008 Dade Battlefield Society members and park staff have promoted Dade Battlefield at various events – Sumter County Fair, Fort Mason Marker Unveiling, Big Cypress, Ocali Days, Fort Cooper, Bushnell Fall Festival, and Paynes Creek

Spring 2010 – DBS members attended meeting/s of the Sumter County Historical Society And requested help with the Sumter Chamber of Commerce Recipe Project

Programming – Visitor Services

In the past, there had been little weekend interpretation and a few special events – park staff were asked to review previous programs to evaluate which ones could be revived and development of new programs – in 2007 the park staff submitted an annual interpretive plan a 1st for Dade Battlefield – this was a trial and error period to see what would work – the park also formed partnerships with various parks for staff to receive cross training with programs and special events.

Staff worked with Olustee Battle Reenactment 2007, Highlands Hammock CCC Program 2007, 08, & 09, Paynes Creek 2008 and 09. Battle Reenactment Fund set up Winter 2006 – Park staff working on Essential Eligibility Criteria for current park programs-evaluation of access for all with park programs and implementation of ADA Tips outlined in FPS Accessibility in Action Tips

2009 World War II Day

Statistics for August, 2009 -- 490 visitors for annual World War II Day – 59 reenactors participated – park coordinated program; 12 NJROTC and 10 staff and volunteers worked event; 5 visiting staff stayed overnight at the Microtel. Some reenactors spent the night. Eight dined out Friday night, Saturday night and Sunday morning at various local restaurants. Ranger Webb coordinated this event for the 3rd time. Articles and ads were placed in local papers to publicized this event.

Park Improvements

2007 – 2008 Draft for new park brochure completed – near printing

Spring 2008 -Universal Trail Assessment completed for battlefield trail

Spring 2008 -Text written for audio exhibits within visitor center

Winter 2008 - Video converted to DVD for longer play and better quality viewing

2007, 08, 09 - Staff assisted Highlands Hammock with there annual CCC Program

2007-2008 Park staffing of visitor center on weekends – hands on interpretation with park visitors from being able to handle a 6 lb cannon ball like the one fired during Dade's Battle, being able to touch and feel the material and weight of the soldiers uniform, youth being able to try on and have photographs taken in a soldier uniform or Seminole outfit, impromptu tours of the battlefield, hands on interpretation to enlighten the visitors senses a focus with our program development

Spring 2010

Park restrooms have been improved.

A new waterline has been put in the park that should improve water service to nearby residents.

Project/Event Details – Advertising Plan

The Dade Battlefield Society, Inc. will present the 31st Annual Reenactment of Dade's Battle on January 1st, and 2nd, 2011. If we project the number of attendees based on attendance at previous reenactments, we anticipate between 2100 – 3000. Our high point was the 2008-09 reenactment with an attendance of 4,842. We have tried to keep the donation price down because this is an event that draws families.

The profit and loss statement details monies spent with local businesses and individuals – almost \$11,000.00. Though meals are furnished to the reenactors, the society pays a local company to cater. At least 30 people dined locally at Beef O'Brady's the Friday night prior to the event. Not all participants eat at the park. Also, the Society is in the process of cutting some costs, and may not serve the Saturday night meal; therefore about 200 people may be eating out Saturday night.

Our statistics of "nights stayed" totaled 69 for last year's event. More would have stayed, but the local motels were full both nights. Some could have gotten by us, so we would anticipate that the event would need at least 70 nights stayed, which would translate as at least 35 rooms. We would anticipate that this rate would be higher if the weather is good. We plan to have the motels code the nightly stays for us again. That seemed to work well.

The Dade Battlefield Society intends do the same print advertising with the newspapers with the largest circulation in Central Florida. This year, for the third time, we shall continue to advertise online with the *Orlando Sentinel*, *St. Petersburg Times* and *The Tampa Tribune*. The *Times* advertises that they have the highest readership in the state and supplied the Society with the figures about people who read ads online. The *Sentinel* also gave us feedback on the online battlefield ad they ran; it had more than double the normal click rate for the *Sentinel* and 5 times the national average click rate (see email included in the final report submitted to the TDC in April.) We anticipate that more and more newspaper advertising will go online as the e-editions are increasing in popularity.

We will also place the event in calendars in a reenactor newspaper to try to draw more interest from the living history community.

Florida Monthly Magazine is seen statewide and we will place another ad with them in their December issue, and since they are a sponsor, an ad will be placed in the November issue as well as the Parks and Wildlife magazine. section We have a ½ page ad in their *Florida Event Planner* for July through December. The event planner is placed in areas where tourists can pick (Welcome Centers) them up and check out events in Florida.

We shall attempt to monitor the effectiveness of our event by doing a survey on the site www.surveymonkey.com.

The DBS sent out press releases to 20 news outlets throughout the state of Florida, both newspapers and television stations. The Florida Park Service website also advertises the reenactment on the state park website. The Society also maintains a website with information and this year we have started a page on Facebook.

We listed local accommodations on our event program and will do so again. We also print website for the Chamber of Commerce so people can inquire further, especially if they need an RV site

The following page lists the news outlets where the Society intends to place ads, as well as the description of the ad.

Orlando Sentinel

- 2 Quarter Page b&w ads in Friday Calendar (12/24 & 12/31)
Mechanical Size 4.915" wide x 5.25" deep
- 1 Quarter Page b&w ad in Sunday Travel & Arts (12/26)
Mechanical Size 4.915" wide x 10.5" deep

OrlandoSentinel.com

- Leaderboard 728x90 on Entertainment Channel*
100% Share of Voice Est 3,000 impressions daily
4 days @ \$ 165 per day
- Half Banner 234x50 w/expandable 300x250 on Home Page*
10% Share of Voice 10% SOV 2 days @ \$218 per day

Total: \$ 4624

*Dates tbd pending availability once campaign is approved.

St. Petersburg Times

¼ page Thursday, Dec. 23rd Weekend	\$920.00
¼ Sunday Dec. 26 Main Section	\$920.00
¼ Thursday Dec. 31 Weekend	\$920.00
¼ page TBT weekend Friday, Dec. 24	\$558.00
Online 50,000 impressions the week of our choice	\$700.00

Total: \$4018.00

Florida Monthly Magazine

- 1 full page *Florida Monthly Magazine* (Dec.) (\$7500.00)
- Sponsor – charge \$2000.00 –
- 1 full page in November edition
- 1 full page in Parks and Wildlife Magazine Fall Issue

Total: \$2000.00

Tampa Tribune

3x8 black and white Friday, Dec. 24 Friday Extra	\$2,112.00
3x8 black and white Sunday, Dec. 26 main edition	\$2,112.00
3x8 black and white Friday, Jan. 24 Friday Extra	\$2,304.00
25,000 impressions TBO.com Dec. 26-Jan1	\$ 350.00

Total: \$6878.00

Grant Total: \$17,520.00

Advertising Contacts for Reenactment and Addresses for News Release

The Daily Commercial
212 E. Main Street
Leesburg, FL 34748

Orlando Sentinel
633 N. Orange Ave
Orlando, FL
32801

Ocala Star Banner
2121 S.W. 19th Ave. Road
Ocala, Florida
34474

Ms. Melissa Williams
Account Executive
Tampa Tribune
4538 Sky Dive Lane
Zephyrhills, FL 33542

Channel 13 Central Florida News
20 N. Orange Ave.
Orlando, Florida
32801

The Villages Daily Sun
1100 Mains Street
The Villages, FL
32159

Fox 13 News
3213 West Kennedy Blvd.
Tampa, FL
33609

WFLA Channel 8
P.O. Box 1410
Tampa, FL 33601

Jacksonville Times Union
P.O. Box 1949
Jacksonville, FL 32231

Gainesville Sun
2700 S.W. 13th Street
32608

Sumter County Times
204 E. McCollum Avenue
Bushnell, FL 33513

Ms. Michelle Westberry
Regional Sales Manager
Florida Media, Inc.
999 Douglas Ave, Suite 3301
Altamonte Springs, FL 32714

Nicole Kurz
Account Executive
St. Petersburg Times
Central and East Pasco
813-909-4603

8:30 AM
07/11/10
Accrual Basis

Dade Battlefield Society
Profit & Loss Detail
July 2009 through June 2010

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Ordinary Income/Expense									
Income									
46400 - Other Types of Income									
46430 - Miscellaneous Revenue									
Sales Receipt	1/2/2010	100	Reenactment Gate	Entrance Do...	Program...		12000 - Unde...	5,364.00	5,364.00
Sales Receipt	1/5/2010	101	Reenactment Gate	Entrance Do...	Program...		12000 - Unde...	4,162.52	9,526.52
Total 46430 - Miscellaneous Revenue								9,526.52	9,526.52
Total 46400 - Other Types of Income								9,526.52	9,526.52
47300 - Government Grant									
Sales Receipt	12/29/2009	92	Sumter County BO...	Reimburse...	Program...		12000 - Unde...	2,000.00	2,000.00
Sales Receipt	2/16/2010	108	Sumter County BO...	Reimburse...	Program...		12000 - Unde...	6,690.00	8,690.00
Sales Receipt	4/29/2010	121	Sumter County BO...	Reimburse...	Program...		12000 - Unde...	6,310.00	15,000.00
Total 47300 - Government Grant								15,000.00	15,000.00
Total Income								24,526.52	24,526.52
Gross Profit								24,526.52	24,526.52
Expense									
62100 - Contract Services									
62150 - Outside Contract Services									
Bill	12/16/2009		Clement Lindsey	09 Reenact...	Program...		20000 - Acco...	375.00	375.00
Bill	12/18/2009	3951	Tommy's Hauling	09 Reenact...	Program...		20000 - Acco...	700.00	1,075.00
Check	1/2/2010	1792	Jason Adkinson	Deputy 2009...	Program...		10010 - SunT...	200.00	1,275.00
Check	1/2/2010	1793	Lucas Brown	Deputy 2009...	Program...		10010 - SunT...	200.00	1,475.00
Check	1/3/2010	1794	Ray Giron	Battle Coord...	Program...		10010 - SunT...	150.00	1,625.00
Check	1/3/2010	1795	Abolt, Steve	Soldier Coord...	Program...		10010 - SunT...	215.00	1,840.00
Check	1/3/2010	1796	Vaughn, Jerry	Music 2009 ...	Program...		10010 - SunT...	200.00	2,040.00
Check	1/3/2010	1797	Gary Fischer	Artillery Co...	Program...		10010 - SunT...	75.00	2,115.00
Check	1/3/2010	1798	Clement Lindsey	Pyrotechnics...	Program...		10010 - SunT...	200.00	2,315.00
Check	1/3/2010	1799	George Scott	2 Horses & ...	Program...		10010 - SunT...	130.00	2,445.00
Check	1/3/2010	1801	Jason Adkinson	Deputy 2009...	Program...		10010 - SunT...	200.00	2,645.00
Check	1/3/2010	1800	Paul Morrison	Seminole Ba...	Program...		10010 - SunT...	75.00	2,720.00
Check	1/3/2010	1802	Lucas Brown	Deputy 2009...	Program...		10010 - SunT...	200.00	2,920.00
Check	1/3/2010	1803	Jim Boettner	Seminole C...	Program...		10010 - SunT...	65.00	2,985.00
Check	1/3/2010	1804	Ben DeHart	Music 2009 ...	Program...		10010 - SunT...	250.00	3,235.00
Bill	1/3/2010	33121	T & J's Bar-B-Q	Reenactor M...	Program...		20000 - Acco...	3,583.00	6,818.00
Check	1/5/2010	1806	SSHS NJROTC	Parking 200...	Program...		10010 - SunT...	500.00	7,318.00
Total 62150 - Outside Contract Services								7,318.00	7,318.00
Total 62100 - Contract Services								7,318.00	7,318.00
62800 - Facilities and Equipment									
62840 - Equip Rental and Maintenance									
Bill	11/4/2009	353	Tombertlin USA Th...	2009 Reena...	Program...		20000 - Acco...	980.00	980.00
Bill	1/6/2010	2314	Goodfellas Roll-Of...	Port-O-Lets ...	Program...		20000 - Acco...	1,740.00	2,720.00
Total 62840 - Equip Rental and Maintenance								2,720.00	2,720.00
62890 - Rent, Parking, Utilities									
Check	9/19/2009	1769	Louise Sells	Deposit Pro...	Program...		10010 - SunT...	500.00	500.00
Check	10/13/2009	1770	Louise Sells	Balance on ...	Program...		10010 - SunT...	1,500.00	2,000.00
Total 62890 - Rent, Parking, Utilities								2,000.00	2,000.00
Total 62800 - Facilities and Equipment								4,720.00	4,720.00
65000 - Operations									
65020 - Postage, Mailing Service									
Check	1/21/2010	Chk ...	Postmaster- Bush...	TDC 2009 R...	Program...		10010 - SunT...	0.61	0.61
Check	1/26/2010	Chk ...	Postmaster- Bush...	TDC 2009 R...	Program...		10010 - SunT...	4.90	5.51
Total 65020 - Postage, Mailing Service								5.51	5.51
65030 - Printing and Copying									
Bill	1/7/2010	17625	Tampa Type/Print	Programs 2...	Program...		20000 - Acco...	420.40	420.40
Bill	4/6/2010	18520	Tampa Type/Print	TDC Final R...	Program...		20000 - Acco...	26.00	446.40
Total 65030 - Printing and Copying								446.40	446.40

3:40 PM
01/15/10
Accrual Basis

Dade Battlefield Society
Profit & Loss Detail
July 1, 2009 through January 15, 2010

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
65100 - Other Types of Expenses									
65110 - Advertising Expenses									
Bill	10/22/2009	25124	Florida Media, Inc.	09 Reenact...	Program...		20000 - Acco...	1,000.00	1,000.00
Bill	10/27/2009	25167	Florida Media, Inc.	09 Reenact...	Program...		20000 - Acco...	1,000.00	2,000.00
Bill	12/27/2009	1322...	Media General	Advertising ...	Program...		20000 - Acco...	3,465.00	5,465.00
Bill	12/31/2009	1000...	St. Petersburg Tim...	Advertising ...	Program...		20000 - Acco...	3,935.00	9,400.00
Bill	12/31/2009	0967...	Tribune Interactive	Advertising ...	Program...		20000 - Acco...	579.00	9,979.00
Bill	12/31/2009	0250...	Orlando Sentinel	Advertising ...	Program...		20000 - Acco...	2,646.00	12,625.00
Total 65110 - Advertising Expenses								12,625.00	12,625.00
Total 65100 - Other Types of Expenses								12,625.00	12,625.00
68300 - Travel and Meetings									
68320 - Travel									
Check	12/30/2009	Chk ...	Microtel Inn & Suites	Ranger 200...	Program...		10010 - SunT...	87.98	87.98
Check	12/30/2009	Chk ...	Microtel Inn & Suites	Ranger 200...	Program...		10010 - SunT...	87.98	175.96
Check	12/30/2009	Chk ...	Microtel Inn & Suites	Ranger 200...	Program...		10010 - SunT...	87.98	263.94
Check	12/30/2009	Chk ...	Microtel Inn & Suites	Ranger 200...	Program...		10010 - SunT...	95.98	359.92
Total 68320 - Travel								359.92	359.92
Total 68300 - Travel and Meetings								359.92	359.92
Total Expense								27,851.81	27,851.81
Net Ordinary Income								-16,325.29	-16,325.29
Net Income								-16,325.29	-16,325.29